

Anima Nivsarkar

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EDUCATION

- University of Texas at Austin Texas, USA
 - Ph.D. in Marketing 2023 – present
- Indian Institute of Foreign Trade, Delhi Delhi, India
 - Master of Business Administration 2016 – 2018
 - Graduated with dual major in Marketing and International Trade
- S.G.S.I.T.S, Indore Madhya Pradesh, India
 - Bachelor of Engineering (Field: Civil Engineering) 2012 – 2016
 - Graduated with Distinction

RESEARCH INTERESTS

Marketing Strategy, Causal Inference, Applied Econometrics, Text-analysis, Field Experiments, Climate Change, Healthcare

WORKING PAPERS

- Role of Credible Sources and Message Appeals in the Adoption and Valuation of Cancer Screening (with Vedha Ponnappan, Prakash Satyavageeswaran, and Sundar Bharadwaj)
Status: Invited for 3rd round review at the Journal of Marketing
- Effect of Tax Sourcing on Firm Innovation Outputs (with Stephen Stewart and Raji Srinivasan)
Status: Preparing manuscript for submission

WORKS-IN-PROGRESS

- TMT Career Concerns and Greenwashing
 - With Raji Srinivasan
 - Status: Data collected, analysis in progress

CONFERENCE PRESENTATIONS

- Winter AMA, Nashville TN 2023
- Theory and Practice in Marketing, Austin TX 2024
- Winter AMA, Phoenix AZ 2025

AWARDS AND HONORS

- Graduate School of Business Ph.D. Fellowship, UT Austin 2023 – present
- McCombs Marketing Department Dean's Fellowship Award 2023-2025

TEACHING EXPERIENCE

I have been a course assistant for the following courses at UT Austin:

- Principles of Marketing, BBA Honours, Course Instructor: Leigh McAlister 2023, 2024
- Marketing Policies, BBA, Course Instructor: Raji Srinivasan 2025

CORPORATE EXPERIENCE

- Indian Institute of Management Udaipur
 - Research Assistant

Rajasthan, India
2021 – 2023

CORPORATE EXPERIENCE

- Tata Motors
 - Senior Manager Marketing Analytics & Strategy

Karnataka, India
2018 – 2021

RELEVANT COURSEWORK

Econometrics I

Econometrics II

Microeconomics I

Microeconomics II

Mathematical Statistics

Marketing Research Methods

Marketing Models I

Marketing Models II

Longitudinal Analysis

Empirical Methods in Corporate Finance

Empirical Methods in Operations Research

Causal Inference Mixtape

Marketing Management & Strategy

